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Top 300: Ad Age ranks magazines by revenues in a tough year. **After Page 28.**

LAST MINUTE NEWS

Nissan sets $120M effort

CARSON, Calif.—Nissan plans to back the September introduction of the Altima sedan with a $120 million campaign. Nissan views the Altima as its most important introduction ever. Chiat/-Day/Mojo, Venice, handles. Separately, Nissan's Infiniti division today starts a network and spot TV blitz touting its first-place finish in J.D. Power & Associates' Initial Quality Study. Print supports via Hill, Holliday, Connors, Cosmopulos, Marina del Rey.

NBC nears Games sellout

NEW YORK—NBC has less than $70 million of its $500 million in Summer Olympics inventory to sell before the Games begin July 24. Agency media executives expect NBC to sell out without discounting prices, which CBS had to do for the Winter Games. NBC also set up a special sales force to sell Olympic packages to presidential candidates.

Cooler duo gets new life

PHOENIX, Ariz.—Former Bartles & Jaymes wine cooler spokes-

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Early start on Bush ad plans

President leans toward short ads, Olympic placement

By Joe Mandese

POLITICS 92

President Bush provided the first glimpse of his re-election media strategy last week in an unusually early and substantial request for information about buying airtime on two of the Big 3 TV networks.

The requests signaled the president's intentions to rely heavily on conventional, short-form political advertising, while his two opponents have indicated they will favor longer, infomercial-type campaigns. President Bush also appears to be favoring sports programming, especially the Olympics.

The president's anticipated opponents in the general election, Arkansas Gov. Bill Clinton and Ross Perot, also have made similar requests for information about media availabilities, and Gov. Clinton last week actually bought some airtime.

The information requests on the availability and pricing of spots don't represent actual orders for commercial units, but are the first step in the media buying procedure. Traditionally, after the information is reviewed, firm orders are placed and airtime is scheduled.

The Bush-Quayle ad team, called The November Co., last week requested a huge buy on NBC, including three separate packages with a combined worth of more than $30 million.

One package called for a single 2½ minute spot to air on each of the 17 nights of NBC's coverage of the 1992 Summer Olympics from July 24 to Aug. 9. At an estimated cost of about $1.5 million per spot, the buy would be worth

(Continued on Page 52)

At the meeting: Rob Walton (l.), Wal-Mart chairman, watches as his mother, Helen, is presented a copy of "Sam Walton: Made in America" by Doubleday's Bill Barry and co-author John Huey.

Takin' care of business with down-home style

Death of founder Mr. Sam casts small shadow over Wal-Mart Stores' festive annual 'pep rally'

By Jennifer Lawrence

FAYETTEVILLE, Ark.—"Let me know how far some of you came on that dang bus," urged James L. "Bud" Walton to the standing-room-only crowd at Wal-Mart Stores' annual meeting.

Not that this group needed to be whipped up. Some 15,000 shareholders, sales associates and vendors crammed into two buildings at the University of Arkansas June 5 for the first annual meeting since retail legend Sam Walton died in April. His brother Bud, a Wal-Mart senior VP and board member, gave the meeting the Walton touch.

"Twenty-six hours? Who came more than 26 hours?" Mr. Walton asked. "Thirty? Where did you come from? Pennsylvania? It took 30 hours to get here? I heard 35 out there."

It turned out that one shareholder traveled 38 hours from Alaska to see Wal-Mart's top management put forth its best effort to continue what Mr. Sam had begun: the most unusual, down-home, annual meeting extravaganza known to corporate America. The all-day event is nothing short of an inspirational pep rally to lionize the Wal-Mart way.

All roads lead to this university town near the company's Bentonville headquarters. The traffic jam is just as bad as when the Razorbacks play.

Forget about finding a hotel room without a year's notice. People are known to set their vacation plans around the annual meeting, where business attire is pretty much restricted to the

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Kellogg sees return of 40% share as core brands rise

By Julie Liesse

Kellogg Co. is back.

After three years of declining market share, a series of management changes, pressure from private-label brands and a string of new-product disappointments, the No. 1 cereal marketer is seeing a rebound in its core brands.

Shares of Corn Flakes and Frosted Flakes are turning up, and the company has scored with two new products: Low-Fat Granola and Frosted Bran flakes, which made their debut in February.

"All Kellogg's core brands are gaining share, except Rice Krispies," said Timothy Ramey, analyst with C.J. Lawrence Inc. "And the company hasn't had these kinds of credible new products in at least four years."

Kellogg's corporate share of the $7 billion cereal category is at 36.5% for the year ended April 18, Nielsen Marketing Research reported; sales are up 6% to $2.3 billion.

Even better, Kellogg's most recent weekly shares have risen back to more than 40%, industry executives say—a mark Kellogg's been coveting since 1989, when its corporate share fell below that historic level.

Kellogg said new Low-Fat Granola is already outselling its only national competition, Quaker Oats Co.'s 100% Natural cereal, in four-week sales reports; Nielsen numbers show the product at a 0.9% share.

"We've had an outstanding response to this, which we feel is the first news in the granola category in years," said a Kellogg spokeswoman.

Leo Burnett USA, Chicago, handles Low-Fat Granola and about 80% of Kellogg's cereal business.

Frosted Bran, likewise, has about a 0.7% share on a four-week basis. J. Walter Thompson USA handles.

The two products represent a back-to-basics approach for Kellogg's new-product strategy; they're less ambitious, certainly, than either the revolutionary Heartwise cholesterol-reducing cereal or the recently discontinued Bigg Mixx, which tried to cre-

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Ads Against AIDS says nets snub their PSAs

Ad Council enlisted to win more campaign visibility

By Melanie Wells

Top-level advertising executives behind Ads Against AIDS, a group formed last year to solicit AIDS awareness ads, are charging that the TV networks are virtually ignoring their work.

"I'm not happy with the visibility of the campaign," said Robert Starr, co-founder and board member of Ads Against AIDS and VP-associate creative director at DDB Needham Worldwide, New York. "The ads have been running but not to our satisfaction."

The group—which also includes board member Phil Dusenberry, BBDO Worldwide ceo, and Jack Mariucci, exec VP-executive creative director at DDB Needham Worldwide and co-chairman of Ads Against AIDS—plans to meet this week with the Advertising Council to seek its support and discuss ways to reposition and redistribute the campaign to the media.

Seven months after the campaign was launched, only one 30-second spot has appeared on network TV, airing twice, says Ads Against AIDS.

In March, ABC aired Wells Rich Greene BDDP's spot called "Small Towns" during a primetime movie about an AIDS patient. "Small Towns" shows bucolic scenes from a village, with the theme line, "No place is immune."

Last December, ABC said it had decided to increase the number of AIDS-related public service announcements it aired. Currently, ABC said, it broadcasts five 30-second AIDS public service ads a week, reflecting $12 million a year worth of ad time.

Although the network couldn't verify the number of ads used from Ads Against AIDS, an ABC spokeswoman said the group's spots were part of the network's rotation of AIDS awareness ads.

Ads Against AIDS thinks the networks aren't running enough of the group's TV spots; print ads, though, are showing up with greater frequency.

CBS is reviewing the ads and won't comment on the review process, said Matthew Margo, VP-programming practices at the network.

Fox Broadcasting Co. said it aired the "Small Towns" spot shortly after basketball star Earvin "Magic" Johnson announced he was HIV positive and has made the spot available to all Fox stations on the regular satellite feed.

Fox VP Helen Boehm said, however, that it was difficult to get network clearance for the other spots in the campaign.

"We've been trying to follow up, but it has been really hard to find people at the [Ads Against AIDS] organization who are really following up on these spots," Ms. Boehm said. "The spots are beautiful, but we can't get clearances—talent clearances and every kind of legal clearance—and 1-inch broadcast quality copies that we can air."

Clearances were signed before the spots were sent to the networks, and that shouldn't be a problem, said Nancy Murray, commercial clearance coordinator for both BBDO and Ads Against AIDS.

Fox might have perceived there being a delay in getting the tapes, but the network was the first to receive them, she said.

"We were barely finished with the commercials, and they were asking for them," she said. "I would be surprised if the 1-inch tapes weren't of good quality."

The group initially faced some legal hurdles, Mr. Starr said.

"Ads Against AIDS, as a new organization, had to file for nonprofit status," he said. "It took a lot of time and was worth it, but it delayed the airing of the spots."

In the past month, the group has hired Nancy Ross, former VP of the Clio Awards, to help coordinate placement and track ads.

Pat Hoffman, group media director at DDB Needham, is overseeing placement of the AIDS awareness ads on cable TV and said Turner Broadcasting System had also agreed to start running "Small Towns."

The Ads Against AIDS group has had better luck getting its radio spots and print ads placed.

According to the group, the

(Continued on Page 54)

P&G's Downy goes Ultra

Concentrate features smaller bottle, recycled plastic

By Jennifer Lawrence

Procter & Gamble Co. this week will unveil plans for its latest environmental packaging initiative with the national introduction of Ultra Downy and Ultra Downy Refill.

Ultra Downy, a concentrated version of the original fabric softener formula, will come in a smaller bottle made with at least 50% post-consumer recycled plastic and 35% less packaging by weight than original Downy bottles. Ultra Downy Refill, like the original Downy Refill, will be sold in a paper-based carton but won't require dilution with added water.

Marketers have recently moved away from excess packaging to help reduce solid waste. P&G last year began selling cartonless Secret and Sure deodorants, and its new Ultra Dry Pampers Phases and Ultra Dry Luvs Phases diapers will have smaller packages.

Charles Murray, P&G director of product development for Downy, said the company is committed to using less material and more recycled plastic.

Ultra Downy and Ultra Downy Refill, first tested in Little Rock, Ark., last year, will roll into the Northeast this month. National rollout will follow.

Advertising will carry the theme "So much softness from so little Downy." It's unlikely P&G will play up packaging benefits in the TV campaign likely to start later this summer. Instead, the ad message is thought to focus on product benefits. Grey Advertising, New York, is the agency.

Ultra Downy will be sold in 10-, 20- and 40-use plastic bottles in April Fresh and SunRinse scents, as well as a 60-use bottle in April Fresh scent only. Ultra Downy Refill will be available in 20- and 40-use cartons in both scents and a 60-use carton in April Fresh.

P&G will continue to sell original Downy in 64-ounce bottles, but once the new versions arrive in the market, all other sizes will be discontinued. Ultra Downy Refill replaces original Downy Refill.

P&G's move to concentrated fabric softeners follows its successful initiatives with ultra concentrated detergents, such as Ultra Tide.

"This is a continuation of a trend toward concentrated products, and eventually everything will be concentrated, from detergents to fabric softeners to automatic dishwash detergents," said Andrew Shore, analyst at PaineWebber. "The net effect is that Procter wants to move everything to its latest technology, and if it can move to more 'ultras,' the company will do it."

Downy Liquid commands a 35% share of the $820 million fabric softener category, while Downy Refill alone has jumped to a 20% share since its 1989 introduction.

P&G overall holds a 59% share of the category, followed by Lever Bros. with a combined 24% share for its Snuggle and Final Touch brands, according to figures from Kidder, Peabody & Co. □

THE AD INDUSTRY'S 'DIRTY LITTLE SECRET'

After a brief hiring flurry 20 years ago, blacks have again become invisible men in the agency workplace. What went wrong?

By Joseph M. Winski

"I propose that the agencies in New York set this minority group employment minimum goal for the end of 1972: 13% in the clerical area and 13% in the professional areas."

—Jock Elliott Jr., chairman of Ogilvy & Mather and the American Association of Advertising Agencies' special committee on equal employment opportunities, October 1969.

If it weren't so terribly *unfunny*, the plight of black people in the ad business might make a nifty good news/bad news joke, says Lowell Thompson, a black freelance art director from Chicago.

The good news is black people have escaped the massive firings that have occurred in the agency business.

The bad news is there weren't any blacks to fire in the first place.

Mr. Thompson isn't laughing. Nor are others who've watched the agency business gradually slip from a professed leadership role in recruiting blacks to a position that can be charitably characterized as quiet indifference.

The agency industry's record on minority hiring is a "dirty little secret," says Jo Muse, chairman of Muse Cordero Chen, a multicultural Los Angeles agency.

Many industries can, of course, be accused of failing to give blacks adequate opportunities, but few have been as remiss as the the ad business. Indeed, two decades after it was to be reached, Jock Elliott's goal of 13% minority employment at ad agencies remains elusive.

According to U.S. Bureau of Labor Statistics, blacks, who constitute 10.1% of the total work force, account for 5.2% of ad agency employment at all levels, a figure heavily weighted with clerical and secretarial employees. (The figure for all minorities is of course somewhat higher.)

While management figures for ad agencies alone weren't available, blacks constitute just 2.1% of all marketing, advertising and public relations managers, the bureau said. That's the lowest percentage of blacks in 18 management categories and 336th lowest of 351 occupations monitored by the bureau. And clients are generally thought to have better minority hiring records than agencies, so even 2.1% may be high.

Some industry followers estimate the figure for black managers at mainstream agencies at as low as 1% of the total.

Things are no better in the creative department. In an unpublished article aptly titled "The Invisible Man in the Gray Flannel Suit," Mr. Thompson counts about 60 blacks among the 6,500 creatives he estimates are employed by the 25 largest U.S. agencies.

Photographs in this newspaper underscore the point. Of the 658 people (excluding celebrities and spouses whose jobs aren't identified) shown so far this year on *Advertising Age's* "Photo Review" page—a weekly snapshot of sorts of the leaders and strivers in media, advertising and marketing—six were black.

1969: Black adman William Sharp writes a book that attests to the difficulty of getting a job in the business.

Only two blacks (not counting a shot of the U.S. Olympic basketball team) have been pictured so far this year on AA's first three pages: Whoopi Goldberg and Spike Lee.

A 1985 AA report on the 100 "best and brightest young people" in the nation's ad agencies featured only one black, and she worked at UniWorld Group, a black-owned agency.

The Four A's doesn't compile figures on black employment of member agencies.

"My feeling is that we don't do a very good job of recruiting and keeping blacks," concedes John O'Toole, Four A's chairman.

Individual agencies are reluctant to say how many black employees they have. Of the 25 largest U.S. agency "brands," only five would give AA any figures *(see chart on Page 38)*.

Most of the others said it was company policy not to disclose such numbers. Among those that nonetheless claimed good minority-hiring records were J. Walter Thompson USA and Young & Rubicam; both said they have federal contracts requiring them to employ minorities and to file hiring records with Washington but that the government won't let them make the numbers public.

The situation is fraught with irony: An industry that eagerly does pro bono advertising for racial equality, as well as numerous other causes, turns out to employ few blacks itself.

"How in the world can your publication call on the advertising community to stop riots by creating advertising [AA, May 4] when they won't hire any black people? It's outrageous," says a black creative who now runs his own agency. He asked not to be named because, he says, his activism has caused him to be labeled an unemployable "troublemaker" at mainstream agencies.

There's historical irony as well, because in the wake of the civil rights movement of the 1960s, the agency business swung its doors open wide to black people.

It wasn't pure altruism: Both the New York Urban League and the New York City Commission on Human Rights singled out the agency business—then highly visible in its so-called "golden age" of creativity—for criticism. The commission even held public hearings on agency hiring practices.

Activists picketed Benton & Bowles in the early 1960s for alleged discrimination in hiring. A few years later, there were protests at the Clio presentation against an award given to Wells Rich Greene, which activists charged hired blacks only for menial jobs like serving coffee.

Blacks in advertising formed the Group for Advertising Progress to press for more hiring of blacks and Puerto Ricans. With the Four A's, GAP created what it called the Basic Advertising Course, taught by prominent agency figures, for minorities in New York and Chicago.

In time, blacks began to break into the once WASP-dominated business in considerable numbers, as Italians and Jews had done a decade earlier. Some agencies boasted publicly of their progress in hiring minorities.

"We had a lot of stirring, and we had a lot of hope," recalls Doug Alligood, one of the founders of GAP who worked at BBDO in New York and today is the agency's VP-special markets.

The industry was brought up short when William Sharp, then a group supervisor at JWT in Chicago, told the Four A's at its annual meeting in 1969: "You white advertising folks are a lot happier about the progress of integration than us black advertising folks."

His speech—which Mr. Sharp, who now owns Sharp Advertising in Atlanta, says he could give essentially unchanged today—proved prophetic.

The nation's attention drifted from civil rights to Vietnam and Watergate, the economy staggered, and agency board rooms, like the country at large, grew increasingly silent on minorities.

By the 1980s, "a kind of racial forgetfulness" had set in, says Phil Gant, exec VP-chief creative officer at BBDO, Chicago, probably the highest-ranking black creative at a major agency.

"The industry, as a whole, seems to me to have regressed," he says. "The country to me has regressed."

Hard economic times, which have caused agencies to slash payrolls, have hardly helped.

"What happened to all the black people who came into the business when I did?" asks Mr. Thompson, the Chicago art director, who can easily name 35 black advertising people who were prominent or promising two decades ago.

A handful, such as Messrs. Gant and Alligood, have succeeded in the general agency business. A far greater number, says Don Richards, Leo Burnett Co. senior VP-director of resource development and another of the successes from the 1960s, "just dropped out."

"I think quite frankly . . . we were more interested in getting the numbers and less in the problem that would arise as people tried to move up," Mr. Richards says. "The system wasn't ready to propel people upward. It hadn't thought it through."

Some blacks left to start their own agen-

(Continued on Page 38)

WHITES ONLY.
BLACKS & OTHER MINORITIES NEED NOT APPLY.
THIS SIGN MIGHT AS WELL BE HANGING ON THE DOOR OF EVERY MAJOR ADVERTISING AGENCY IN AMERICA.
par

1992: Black adman Lowell Thompson writes a proposed ad that attests to the difficulty of getting a job in the business.

Percentage of managers and professionals who are black:

Public officials and administrators	11.3%
Actors and directors	10.5%
Accountants and auditors	7.6%
Salespeople	6.6%
All executives and managers	5.7%
College and university teachers	4.8%
Editors and reporters	4.5%
Financial managers	4.0%
Engineers	3.6%
Doctors	3.2%
Lawyers	2.6%
Marketing, advertising and public relations managers	2.1%
Architects	2.1%
Airline pilots and navigators	1.5%
Percentage of blacks in total work force	10.1%

Source: U.S. Bureau of Labor Statistics, January 1992

AD AGE RANKS THE NATION'S LARGEST MAGAZINES

Publishers get relief from loyal readers as advertisers vanish during 1991

By R. Craig Endicott

Magazines can trace their meager gains in 1991 to readers willing to meet higher newsstand prices and subscription rates.

This relationship with the faithful was responsible for the industry's puny 1% growth in gross revenue, to $17.4 billion from both advertising and circulation.

The advertising leg, however, dropped a precipitous 9.2% in pages for a slim 0.3% decline in revenue. The average page rate hike was 9.3%.

The top 300 magazines drew 57% of their revenue from advertising, or $9.9 billion. Circulation rang up $7.5 billion, a 2.8% increase, according to *Advertising Age's* third annual report.

There was a downside to circulation revenue gains, though: The *Ad Age* 300 lost a collective 1.6% in paid subscribers and 3.2% in single-copy sales as average subscription rates grew 2.2% and newsstand costs 7%. Publishers no doubt hope lost sales are recessionary blips.

The lower ad page count influenced publishers to hold the line on page rate increases in 1992 to an average 6.3% (for a one-time b&w). The sluggish results held cost-per-thousand measurements in check, as consumer magazines grew only 9.5% in CPM to an average $27.93.

The top 300 ranking extended from perennial leader *TV Guide*, at $884.1 million, to *Washingtonian* at $12.1 million, and included 213 consumer and 97 business publications. Consumer magazines generated 77% of total ad revenue and 94% of circulation dollars.

The ranking shows little correlation between size and growth. The top 10, with 27% of the 300's revenues, grew just 0.3% in revenue.

TV Guide for the fourth consecutive year suffered a decline in revenue, down 3.4%, the result of an 18.7% decline in ad pages effecting a 12.8% drop in ad revenue. Circulation revenue grew 1.7%, largely the result of a $2 boost in the subscription price that offset a 3.5% decline in paid circulation. The News Corp. publication is seeking to stanch the ad outflow this year by lowering its ad rates 3.9% to $99,700 for a one-time b&w page.

PC Magazine, ranked No. 9, outstripped the other top 10 magazines in growth, advancing 19.4% in revenues based on an ad revenue increase of 20.9% from a 3.3% growth in ad pages. Its circulation revenue, up 10.7%, contributed marginally to overall growth since only 15% of the total comes from circulation.

Time Warner continued to dominate other parent companies, drawing $2.6 billion in gross revenue from 14 publications among the *Ad Age* 300. Runner-up was Advance Publications, with $1.2 billion from 13 magazines.

Time Warner, which eked out a narrow 0.3% revenue growth from its contributors in the ranking, did it on the circulation side, where revenue rose 5.8%. Circulation revenue accounted for 44.3% of the parent's total, up from 42% in 1990; advertising revenues dipped 3.7% as total ad pages collapsed 11.3%.

People remained its leading contributor because of strong returns from circulation, up 7.4% in dollars. Ad revenue at *People* dropped 2.6% on a 9% decline in ad pages.

Advance, unlike Time Warner, showed collective gains in ad revenue of 0.5% from 13 magazines, although ad pages dipped 10.8%. *Parade*, No. 6, shouldered Advance's narrow gain by growing a dramatic 9.4% in ad volume. *Parade* accounted for 40.2% of Advance's ad revenue.

Consumer monthlies (including fortnightlies) dominated the chart with revenue volume of $7.5 billion, up 0.5%, for 43% of the 300's total. They outdistanced consumer weeklies, at $5.4 billion, down 0.9%.

Monthlies also depressed the totals: Their ad revenue fell 0.6% to $3.7 billion on 18.4% fewer pages that were on average 8.6% more expensive than in the prior year. Circulation

(Continued on Page S-14)

Top 300 magazines by 1991 gross revenues

Rank 1991	Rank 1990	Magazine, headquarters	Total revenues	'91-'90 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
1	1	TV Guide, Radnor, Pa.	$884,123	-3.4	$279,153	2,411.83	$339,565	$265,304	15,053,018	News Corp.	(212) 484-8000
2	2	People, New York	663,423	3.3	344,958	3,297.03	128,921	189,543	3,380,832	Time Warner	(212) 522-1212
3	3	Time, New York	578,450	-0.1	326,591	2,167.02	225,370	26,486	4,073,530	Time Warner	(212) 522-1212
4	4	Sports Illustrated, New York	563,323	-0.8	323,050	2,419.72	221,210	19,063	3,297,493	Time Warner	(212) 522-1212
5	5	Reader's Digest, New York	440,146	0.9	96,675	858.12	319,185	24,286	16,269,537	Reader's Digest Association	(212) 953-0030
6	7	Parade, New York	388,690	9.4	388,690	752.00	0	0	36,079,000	Advance Publications	(212) 573-7000
7	6	Newsweek, New York	377,835	-6.1	228,492	1,951.74	124,939	24,404	3,224,770	Washington Post Co.	(212) 350-4342
8	9	Better Homes & Gardens, New York	291,921	6.0	159,981	1,277.26	119,623	12,316	8,002,794	Meredith Corp.	(212) 557-6600
9	14	PC Magazine, New York	271,543	19.4	229,241	7,084.20	31,960	10,342	870,052	Ziff Communications	(212) 503-5100
10	11	U.S. News & World Report, Washington	267,406	4.4	172,518	2,023.41	86,218	8,669	2,237,009	U.S. News & World Report	(212) 326-5300
11	8	Business Week, New York	263,589	-7.1	220,080	3,735.02	38,013	5,496	887,150	McGraw-Hill	(212) 512-2000
12	10	Good Housekeeping, New York	262,524	1.0	165,456	1,616.41	64,272	32,796	5,188,919	Hearst Corp.	(212) 649-2531
13	12	National Geographic, Washington	246,402	-0.2	37,846	294.48	208,556	0	9,763,406	National Geographic Society	(202) 857-7000
14	13	Family Circle, New York	225,765	-6.0	130,022	1,537.36	36,058	59,685	5,065,131	New York Times Co.	(212) 463-1000
15	17	National Enquirer, Lantana, Fla.	216,831	5.0	38,372	971.45	10,952	167,507	3,758,964	Enquirer/Star Group	(212) 682-4022
16	15	Ladies' Home Journal, New York	216,506	1.9	112,449	1,471.60	84,222	19,835	5,065,135	Meredith Corp.	(212) 953-7070
17	18	Cosmopolitan, New York	206,589	0.7	127,544	1,953.79	15,929	63,116	2,741,802	Hearst Corp.	(212) 649-3318
18	16	Forbes, New York	196,901	-5.1	156,195	3,572.53	36,506	4,201	740,926	Forbes Inc.	(212) 620-2200
19	19	Fortune, New York	189,527	-4.2	153,306	2,949.55	32,169	4,052	682,019	Time Warner	(212) 522-1212
20	21	McCall's, New York	186,500	10.0	84,703	1,083.29	89,314	12,484	5,066,849	New York Times Co.	(212) 463-1000
21	24	Playboy, Chicago	180,113	15.5	46,813	749.29	80,857	50,443	3,547,185	Playboy Enterprises	(212) 688-3030
22	22	Star Magazine, Tarrytown, N.Y.	171,399	1.7	21,857	653.43	11,577	137,965	3,102,026	Enquirer/Star Group	(212) 682-4022
23	20	Woman's Day, New York	168,810	-6.4	100,310	1,322.70	18,379	50,121	4,819,505	Hachette Magazines	(212) 767-6550
24	27	Money, New York	158,232	9.4	87,884	1,279.10	57,153	13,195	1,933,864	Time Warner	(212) 522-1212
25	25	Vogue, New York	143,938	-2.7	102,855	2,525.55	14,034	27,049	1,252,566	Advance Publications	(212) 880-8800
26	26	Glamour, New York	139,434	-4.0	91,493	1,666.85	14,495	33,446	2,081,212	Advance Publications	(212) 880-8800
27	30	USA Weekend, New York	137,479	15.5	137,479	680.16	0	0	16,210,234	Gannett Co.	(212) 715-2100
28	28	Redbook, New York	126,173	-3.6	72,065	1,103.93	37,934	16,173	3,850,294	Hearst Corp.	(212) 649-3330
29	32	Southern Living, Birmingham, Ala.	122,316	4.9	63,406	1,230.80	51,940	6,971	2,361,076	Time Warner	(205) 877-6000
30	23	Cable Guide, Horsham, Pa.	116,605	-26.8	33,185	289.58	83,420	0	6,951,677	TVSM	(212) 683-6116
31	34	Life, New York	113,848	1.3	44,354	563.81	46,523	22,971	1,515,916	Time Warner	(212) 522-1212
32	31	Rolling Stone, New York	113,105	-4.7	72,482	1,719.60	25,349	15,274	1,229,525	Straight Arrow Publishers	(212) 484-1616
33	37	Golf Digest, Trumbull, Conn.	108,956	11.7	71,236	1,214.46	30,523	5,197	1,421,797	New York Times Co.	(203) 373-7000
34	33	Penthouse, New York	105,657	-8.1	30,092	752.01	10,855	64,710	1,390,919	General Media	(212) 496-6100
35	29	New York Times Magazine, New York	105,274	-17.8	105,274	2,872.83	0	0	1,734,000	New York Times Co.	(212) 556-1234
36	36	PC Week, Medford, Mass.	102,431	2.0	102,431	4,958.44	0	0	0	Ziff Communications	(617) 393-3700
37	35	Modern Maturity, Lakewood, Calif.	101,390	-3.5	47,510	201.28	53,880	0	22,450,003	A.A.R.P.	(310) 496-2277
38	38	Parents, New York	97,852	3.0	62,228	1,398.02	31,665	3,960	1,752,474	Gruner & Jahr Publications	(212) 878-8700
39	40	Travel & Leisure, New York	93,932	1.8	58,850	1,373.42	34,651	631	1,100,398	American Express Co.	(212) 382-5600
40	41	Country Living, New York	93,638	3.6	52,854	1,017.96	21,492	19,291	1,839,065	Hearst Corp.	(212) 649-3192
41	48	Soap Opera Digest, New York	86,676	15.0	5,211	420.20	22,632	55,833	1,447,483	K-III Holdings	(212) 645-2100
42	39	Elle, New York	84,991	-8.0	58,835	1,762.40	12,291	13,865	897,234	Hachette Magazines	(212) 767-5813
43	43	Smithsonian, Washington	80,414	-6.4	37,435	838.90	42,592	388	2,140,349	Smithsonian Institution	(202) 786-2900
44	42	Woman's World, Englewood Cliffs, N.J.	76,921	-13.4	2,339	158.00	0	74,582	1,279,280	Bauer Publishing Co.	(212) 953-3344
45	49	Car and Driver, Troy, Mich.	76,553	6.2	53,022	1,273.53	16,449	7,082	1,024,964	Hachette Magazines	(313) 649-1900
46	51	Consumer Reports, Yonkers, N.Y.	76,552	9.1	0	0	73,752	2,800	5,083,194	Consumers Union of U.S.	(914) 378-2000
47	45	The New Yorker, New York	75,386	-8.5	53,934	2,001.02	19,346	2,106	827,283	Advance Publications	(212) 840-3800
48	52	Prevention, Emmaus, Pa.	74,232	5.9	17,058	451.41	47,013	10,160	3,204,583	Rodale Press	(215) 967-5171
49	60	Byte, Peterborough, N.H.	74,182	25.7	57,401	3,444.00	10,729	6,052	502,320	McGraw-Hill	(603) 924-9281
50	67	PC World, San Francisco	72,562	23.3	52,261	2,367.77	14,974	5,327	813,197	International Data Group	(415) 243-0500
51	58	Vanity Fair, New York	72,476	9.9	52,074	1,440.29	9,333	11,070	991,178	Advance Publications	(212) 880-8800
52	65	Computer Shopper, New York	71,720	20.6	58,848	7,503.32	4,848	8,023	388,415	Coastal Associates	(212) 503-3800
53	50	Sunset, Menlo Park, Calif.	71,643	1.3	43,622	1,387.47	25,085	2,936	1,491,509	Time Warner	(415) 321-3600
54	46	Mademoiselle, New York	71,597	-6.7	44,803	1,261.59	9,391	17,402	1,206,175	Advance Publications	(212) 880-8800
55	44	Computerworld, Framingham, Mass.	70,650	-14.5	64,089	3,230.18	6,561	0	116,696	International Data Group	(800) 343-6474
56	55	Field & Stream, New York	68,808	0.7	36,263	765.03	30,695	1,850	2,002,732	Times Mirror Co.	(212) 779-5070
57	54	Ebony, Chicago	68,711	-0.2	37,177	953.52	24,967	6,567	1,834,011	Johnson Publishing Co.	(312) 322-9200
58	53	Seventeen, New York	66,950	-2.7	33,766	940.80	21,721	11,462	1,851,665	K-III Holdings	(212) 759-8100
59	96	Entertainment Weekly, New York	66,765	46.0	26,235	1,056.37	35,690	4,840	743,192	Time Warner	(212) 522-5470
60	59	Bride's, New York	65,678	0.8	56,824	3,035.69	1,126	7,728	322,755	Advance Publications	(212) 880-8800
61	62	CRN/Computer Reseller News, Manhasset, N.Y.	65,239	6.5	65,026	6,120.86	213	0	1,000	CMP Publications	(516) 562-5718
62	56	GQ, New York	63,591	-5.1	44,613	1,634.68	6,269	12,709	666,450	Advance Publications	(212) 880-8800
63	63	Golf Magazine, New York	63,467	4.0	39,437	1,019.88	19,996	4,034	1,116,786	Times Mirror Co.	(212) 779-5070
64	47	Architectural Digest, Los Angeles	63,324	-16.3	36,084	1,288.26	20,736	6,504	626,790	Knapp Communications Corp.	(213) 965-3700
65	70	InfoWorld, San Mateo, Calif.	62,594	9.0	61,160	3,236.00	1,434	0	13,689	International Data Group	(415) 328-4602
66	103	PC Computing, Foster City, Calif.	62,225	44.2	43,496	2,352.46	14,939	3,790	705,325	Ziff Communications	(415) 578-7000
67	60	Inc., Boston	61,731	-4.5	46,947	1,072.22	13,055	1,729	641,440	Goldhirsh Group	(212) 326-2900
68	69	The Sporting News, St. Louis	61,494	5.4	8,199	480.69	49,092	4,203	625,224	Times Mirror Co.	(212) 779-5070
69	73	Highlights for Children, Columbus, Ohio	61,460	10.0	0	0	61,460	0	2,600,000	Highlights for Children	(614) 486-0631
70	61	New York, New York	61,368	-3.8	41,419	2,303.61	15,238	4,711	428,408	K-III Holdings	(212) 880-0700
71	87	Globe, Boca Raton, Fla.	60,780	23.2	960	70.00	1,067	56,753	1,237,822	Globe Communications Corp.	(407) 997-7733
72	72	Macworld, San Francisco	60,450	6.9	50,670	2,437.16	6,197	3,583	333,793	International Data Group	(415) 243-0505
73	57	Self, New York	60,215	-10.8	37,601	922.53	9,976	12,547	1,201,375	Advance Publications	(212) 880-8800
74	71	Jet, Chicago	56,995	-0.3	18,592	1,041.93	29,315	9,088	956,868	Johnson Publishing Co.	(312) 322-9200
75	66	Bon Appetit, Los Angeles	55,311	-5.7	30,868	975.83	20,588	3,800	1,255,006	Knapp Communications Corp.	(212) 697-1295
76	90	Muscle & Fitness, Woodland Hills, Calif.	54,590	11.5	25,894	1,405.40	4,930	23,766	642,349	Weider Publications	(818) 884-6800
77	92	Barron's, New York	54,461	12.8	29,515	1,712.00	13,915	14,031	235,588	Dow Jones & Co.	(212) 808-7200
78	75	Popular Mechanics, New York	54,293	-0.5	26,112	730.56	21,736	6,445	1,639,033	Hearst Corp.	(212) 649-3076
79	84	Endless Vacation, Indianapolis	52,736	4.4	3,121	210.89	49,617	0	840,480	Endless Vacation Publications	(317) 871-8555
80	79	Gourmet, New York	52,579	-0.3	35,423	1,194.34	13,503	3,653	871,950	Advance Publications	(212) 371-1330
81	88	Modern Bride, New York	52,139	5.8	41,463	2,581.93	1,194	9,482	387,024	Reed International	(212) 337-7000
82	93	MacUser, Foster City, Calif.	51,990	7.9	40,989	2,464.68	8,107	2,894	382,016	Ziff Communications	(415) 378-5600
83	81	Road & Track, Troy, Mich.	51,892	0.1	34,209	1,076.34	11,024	6,659	740,990	Hachette Magazines	(313) 649-1900
84	86	Popular Science, New York	51,496	3.5	23,874	743.84	22,818	4,804	1,837,026	Times Mirror Co.	(212) 779-5070
85	78	Travel Weekly, Secaucus, N.J.	51,376	-3.7	50,615	4,827.12	760	0	47,528	Reed International	(201) 902-1500
86	76	Motor Trend, Los Angeles	50,795	-6.3	30,931	839.90	13,322	6,542	852,888	Petersen Publishing Co.	(310) 854-2133
87	97	Popular Photography, New York	49,711	11.8	33,124	1,341.34	13,911	2,676	851,036	Hachette Magazines	(212) 767-6550
88	94	House Beautiful, New York	49,710	3.8	30,198	741.26	13,626	5,886	954,455	Hearst Corp.	(212) 903-5100
89	74	First for Women, Englewood Cliffs, N.J.	49,431	-9.6	12,378	473.00	0	37,053	1,784,430	Bauer Publishing Co.	(212) 953-3344
90	83	New Woman, New York	49,401	-2.7	19,812	720.03	12,433	17,156	1,350,392	K-III Holdings	(212) 685-4790
91	91	HFD-The Weekly Home Furnishings, New York	49,150	1.3	48,128	3,858.94	1,022	0	26,394	Capital Cities/ABC	(212) 630-4000
92	95	Outdoor Life, New York	48,032	0.8	26,236	767.07	19,777	2,019	1,502,818	Times Mirror Co.	(212) 779-5070
93	85	Metropolitan Home, New York	47,628	-4.4	30,577	888.44	13,381	3,671	746,074	Meredith Corp.	(212) 551-7074
94	110	Journal of the AMA, Chicago	47,406	17.9	26,158	4,523.77	21,248	0	268,967	American Medical Association	(312) 464-2488
95	77	Harper's Bazaar, New York	46,963	-13.0	30,798	1,061.38	8,612	7,573	732,483	Hearst Corp.	(212) 903-5000
96	64	Us, New York	46,668	-21.8	14,566	443.54	17,400	14,702	1,271,055	Straight Arrow Publishers	(212) 484-1616
97	100	Economist, New York	45,657	5.1	23,171	2,410.02	19,341	3,145	214,978	Economist Newspapers North America	(212) 541-5730
98	80	Esquire, New York	45,526	-13.2	31,922	956.26	9,751	3,853	740,143	Hearst Corp.	(212) 459-0600
99	104	HOM, Newton, Mass.	43,732	5.1	43,732	5,430.94	0	0	0	Press Communications	(617) 964-3030
100	82	Town & Country, New York	43,545	-14.5	31,957	1,159.85	9,528	2,060	454,232	Hearst Corp.	(212) 903-5000

Notes: Dollars are in thousands. All figures are gross and represent AA estimates. See Page S-14 for sources and methodology. Phone numbers are for advertising offices. Chart continues on Page S-6.

AA chart: Kevin Brown and Norma Green

Top 300 magazines by 1991 gross revenues

Rank 1991	Rank 1990	Magazine, headquarters	Total revenues	'91-'90 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
101	99	**Working Woman**, New York	$43,492	-11.2	$27,538	809.21	$14,309	$1,644	849,772	Lang Communications	(212) 551-9500
102	101	**HG-House & Garden**, New York	43,141	-0.7	25,609	954.76	13,686	3,845	650,374	Advance Publications	(212) 880-8800
103	108	**Condo Real Traveler**, New York	41,986	0.3	30,358	1,024.49	10,735	893	745,453	Advance Publications	(212) 880-8800
104	99	**Electronic Engineering Times**, Manhasset, N.Y.	41,771	-5.3	41,771	4,132.07	0	0	0	CMP Publications	(516) 562-5000
105	102	**Gmat**, New York	41,289	-4.8	19,456	704.37	15,957	5,876	753,851	General Media	(212) 496-6100
106	98	**Financial World**, New York	40,713	-8.2	20,946	671.91	19,555	212	504,117	Financial World Partners	(212) 594-5030
107	113	**Tennis Magazine**, Trumbull, Conn.	40,363	6.0	25,820	737.31	12,870	1,673	773,170	New York Times Co.	(203) 373-7000
108	122	**Scientific American**, New York	39,960	16.6	15,215	597.02	18,049	6,696	642,624	Scientific American	(212) 754-0550
109	105	**Restaurants & Institutions**, Des Plaines, Ill.	39,122	-9.4	39,122	3,307.88	0	0	0	Reed International	(708) 635-8800
110	107	**Discover**, New York	38,567	-8.5	6,933	260.78	26,342	5,292	1,125,115	Walt Disney Co.	(212) 633-8900
111	106	**Essence**, New York	38,445	-9.8	22,907	801.88	10,614	4,924	868,504	Essence Communication	(212) 642-0600
112	109	**Hot Rod**, Los Angeles	38,334	-4.7	18,268	711.90	13,072	6,993	853,127	Petersen Publishing Co.	(310) 854-2133
113	111	**W**, New York	38,098	-3.8	29,051	1,205.50	8,098	949	257,765	Capital Cities/ABC	(212) 630-4000
114	114	**Kiplinger's Personal Finance Magazine**, New York	37,574	-0.7	16,857	589.49	19,372	1,345	1,121,072	Kiplinger Washington Editors	(212) 398-6320
115	116	**Food & Wine**, New York	37,304	0.3	16,096	609.76	20,065	1,143	909,526	American Express Co.	(212) 382-5600
116	117	**National Examiner**, Montreal	37,065	4.2	358	45.70	394	36,313	752,983	Globe Communications Corp.	(407) 997-7733
117	142	**Mirabella**, New York	37,006	36.2	21,770	918.93	9,702	5,533	580,583	News Corp.	(212) 447-4900
118	125	**Country Home**, Des Moines, Iowa	35,964	12.4	16,425	380.60	14,052	5,487	1,091,976	Meredith Corp.	(212) 551-7171
119	123	**Teen**, Los Angeles	34,612	5.5	12,580	566.00	13,487	6,536	1,161,734	Petersen Publishing Co.	(310) 854-2133
120	156	**Parenting**, San Francisco	33,978	34.7	21,859	943.43	10,862	1,257	649,153	Time Warner	(415) 546-7575
121	120	**Home**, New York	33,401	-4.5	15,733	549.49	15,122	2,546	948,925	Hachette Magazines	(212) 767-6000
122	118	**Advertising Age**, Chicago	32,831	-6.5	25,896	2,266.85	6,406	529	85,163	Crain Communications	(312) 649-5200
123	144	**Nature**, New York	32,785	22.6	13,133	2,704.96	19,653	0	49,754	Macmillans UK	(212) 477-9600
124	130	**Automobile Magazine**, New York	32,620	8.8	21,473	829.55	7,889	3,258	530,312	K-III Holdings	(212) 332-0200
125	115	**New England Journal of Medicine**, Waltham, Mass.	32,588	-12.5	13,490	3,462.25	19,098	0	214,486	Massachusetts Medical Society	(617) 893-3800
126	134	**Design News**, Newton, Mass.	31,135	7.7	31,135	3,513.44	0	0	0	Reed International	(617) 964-3030
127	166	**MacWeek**, San Francisco	30,980	36.1	30,980	3,337.01	0	0	0	Coastal Associates	(415) 243-3500
128	127	**Billboard**, New York	30,881	1.4	21,166	2,400.00	5,790	3,925	47,738	Affiliated Publications	(212) 536-5290
129	121	**Weekly World News**, Lantana, Fla.	30,732	-10.6	2,882	810.89	665	27,205	722,234	Enquirer/Star Group	(212) 682-4025
130	119	**Guideposts**, Carmel, N.Y.	30,475	-12.8	0	0	30,475	0	3,691,911	Guideposts Associates	(800) 431-2344
131	140	**Entrepreneur**, Irvine, Calif.	30,339	9.9	21,947	1,968.82	4,831	3,561	340,472	Entrepreneur Group	(714) 261-2325
132	112	**Stereo Review**, New York	30,166	-21.1	22,217	768.92	6,417	1,532	511,381	Hachette Magazines	(212) 767-6035
133	137	**Victoria**, New York	29,954	6.1	12,647	519.88	9,961	7,347	806,827	Hearst Corp.	(212) 649-3700
134	159	**Tour & Travel News**, Manhasset, N.Y.	29,858	23.9	29,858	3,969.41	0	0	0	CMP Publications	(516) 562-5000
135	135	**Nation's Business**, Washington	29,576	3.4	10,649	307.27	18,845	82	859,348	U.S. Chamber of Commerce	(202) 463-5650
136	148	**Los Angeles Times Magazine**, Los Angeles	28,947	9.7	28,947	1,119.43	0	0	1,531,527	Times Mirror Co.	(213) 237-5000
137	128	**Chicago Tribune Magazine**, Chicago	28,600	-4.6	28,600	1,272.30	0	0	1,133,249	Tribune Co.	(312) 222-3244
138	160	**InformationWeek**, Manhasset, N.Y.	28,683	20.4	28,528	1,845.20	155	0	1,284	CMP Publications	(516) 562-5000
139	138	**YM**, New York	28,595	2.3	9,594	447.00	12,380	6,621	1,018,865	Gruner & Jahr Publications	(212) 878-8700
140	143	**Institutional Investor**, New York	28,193	4.4	24,821	1,219.00	3,330	42	13,505	Capital Cities/ABC	(212) 303-3300
141	154	**Organic Gardening**, Emmaus, Pa.	28,168	9.8	6,890	414.13	20,875	403	851,287	Rodale Press	(215) 967-5171
142	147	**Shape**, Woodland Hills, Calif.	28,020	6.0	11,125	680.47	4,819	12,076	744,129	Weider Publications	(818) 884-6800
143	136	**Sport**, Los Angeles	27,858	-2.1	9,445	366.80	13,097	5,316	880,221	Petersen Publishing Co.	(310) 854-2133
144	131	**Family Handyman**, Minneapolis	27,739	-5.1	11,032	458.76	14,958	1,749	1,076,905	Reader's Digest Association	(612) 854-3000
145	126	**Aviation Week & Space Technology**, New York	27,644	-9.7	17,431	1,727.80	10,213	0	141,848	McGraw-Hill	(212) 512-4360
146	139	**Communications Week**, Manhasset, N.Y.	27,054	-3.1	27,054	1,948.95	0	0	0	CMP Publications	(516) 562-5000
147	150	**Sesame Street Magazine**, New York	27,039	3.7	9,640	254.26	17,399	0	1,162,236	Children's Television Workshop	(212) 595-3456
148	146	**Datamation**, Newton, Mass.	26,747	0.8	24,447	1,738.45	2,300	0	18,618	Reed International	(617) 964-3030
149	152	**Science**, Washington	26,436	2.6	13,204	1,955.00	13,232	0	151,754	Amer. Assn. for the Adv. of Science	(202) 326-6536
150	170	**Network World**, Framingham, Mass.	26,319	18.9	26,319	1,880.60	0	0	0	International Data Group	(508) 875-6400
151	149	**AutoWeek**, Detroit	25,904	-1.7	17,961	1,583.90	7,832	311	275,632	Crain Communications	(313) 446-6000
152	124	**Yankee**, Boston	25,746	-20.5	8,590	687.10	15,949	1,207	776,527	Yankee Publishing	(617) 723-4309
153	145	**Working Mother**, New York	25,657	-3.4	16,935	690.58	8,524	198	664,175	Lang Communications	(212) 551-9500
154	171	**Outside**, Chicago	25,644	16.3	18,195	868.30	5,261	2,188	354,060	Mariah Publications	(312) 951-0990
155	158	**Ski**, New York	25,445	3.3	19,754	1,001.03	4,534	1,157	452,028	Times Mirror Co.	(212) 779-5070
156	133	**Builder**, Washington	25,439	-12.1	20,642	1,690.00	4,797	0	160,164	Hanley-Wood Publications	(202) 737-0717
157	132	**Home Mechanix**, New York	24,947	-14.8	10,129	463.22	14,170	648	1,043,898	Times Mirror Co.	(212) 779-5070
158	176	**Frequent Flyer Magazine**, New York	24,599	13.5	6,015	414.83	18,584	0	285,906	Official Airline Guide	(212) 237-3700
159	161	**Nation's Restaurant News**, New York	24,592	4.2	21,877	2,365.87	2,715	0	78,697	Lebhar-Friedman Publications	(212) 756-5183
160	153	**Premiere**, New York	24,389	-5.3	13,826	680.15	6,337	4,227	492,940	K-III Holdings	(212) 725-3437
161	179	**Medical Economics**, Montvale, N.J.	24,385	14.6	22,537	3,437.00	1,848	0	21,736	Thomson Corp.	(201) 358-7200
162	165	**Sports Afield**, New York	24,380	6.6	16,326	771.54	6,254	1,800	524,639	Hearst Corp.	(212) 649-4300
163	155	**Weight Watchers**, New York	24,342	-4.6	7,703	363.80	14,605	2,034	1,001,484	Weight Watchers Twentyfirst Corp.	(212) 370-0644
164	180	**Supermarket News**, New York	24,233	14.6	23,038	1,468.81	1,195	0	51,942	Capital Cities/ABC	(212) 630-3770
165	190	**Satellite Orbit**, Vienna, Va.	23,817	18.1	3,241	275.08	10,316	10,256	370,970	CommTek Communications	(703) 827-0511
166	173	**Electronic Buyers' News**, Manhasset, N.Y.	23,804	9.6	23,767	2,822.00	37	0	414	CMP Publications	(516) 562-5000
167	163	**Inside Sports**, Evanston, Ill.	23,715	2.3	6,405	438.37	10,879	6,431	676,177	Century Publishing Co.	(708) 491-6440
168	141	**American Banker**, New York	23,644	-13.7	11,237	1,472.50	12,407	0	18,380	Thomson Corp.	(212) 948-5280
169	NA	**Furniture Today**, High Point, N.C.	23,577	NA	22,198	3,415.00	1,379	0	19,720	Reed International	(919) 888-0113
170	164	**ABA Journal**, Chicago	23,255	1.2	4,800	462.44	18,455	0	384,482	American Bar Association	(312) 988-5993
171	174	**Runner's World**, Emmaus, Pa.	23,035	6.2	11,839	580.53	8,736	2,458	433,466	Rodale Press	(215) 967-5171
172	151	**Farm Journal**, Philadelphia	22,916	-11.7	17,976	430.00	4,940	0	411,689	Farm Journal Inc.	(215) 829-4700
173	175	**Texas Monthly**, Austin	22,838	5.4	16,879	1,410.05	4,906	1,053	307,678	Mediatex Communication Corp.	(512) 320-8800
174	169	**Bicycling**, Emmaus, Pa.	22,786	2.6	14,400	949.57	5,546	2,840	373,961	Rodale Press	(215) 967-5171
175	157	**Nursing '91**, Springhouse, Pa.	22,759	-8.7	7,952	828.81	14,807	0	462,716	Elsevier Business Press	(215) 646-8700
176	168	**Video**, New York	22,634	0.6	13,909	855.40	7,220	1,506	451,294	Reese Communications	(212) 947-6500
177	162	**Skiing**, New York	22,620	-3.6	17,195	857.71	4,393	1,032	441,688	Times Mirror Co.	(212) 779-5070
178	214	**Electronic Design**, Hasbrouck Hts., N.J.	22,497	29.7	22,497	2,607.86	0	0	0	Pittway Corp.	(201) 393-6060
179	213	**Midwest Living**, Des Moines, Iowa	22,133	26.2	9,747	433.65	10,822	1,563	726,076	Meredith Corp.	(515) 284-3000
180	220	**Easyriders**, Agoura Hills, Calif.	22,045	29.4	6,235	520.40	3,712	12,098	361,443	Paisano Publications Inc.	(818) 889-8740
181	167	**Cars & Autos**, Los Angeles	22,041	-2.5	7,749	457.50	9,201	5,090	563,181	Petersen Publishing Co.	(310) 854-2133
182	177	**Delta Sky**, Fort Lauderdale, Fla.	21,999	1.9	21,999	792.66	0	0	0	Halsey Publishing Co.	(305) 776-0066
183	198	**DeSoto**, Shelby, N.C.	21,756	10.2	2,755	492.00	16,459	2,522	367,091	Triple D Publishing	(704) 482-9573
184	188	**American Baby**, New York	21,732	7.2	19,348	632.22	2,384	0	198,636	Reed International	(212) 689-3600
185	182	**Restaurant Business**, New York	21,692	3.0	21,692	2,341.54	0	0	0	Bill Communications	(212) 986-4800
186	288	**Sassy**, New York	21,625	76.3	9,681	496.00	8,812	3,131	681,237	Lang Communications	(212) 764-4860
187	204	**Country**, Greendale, Wis.	21,084	15.5	0	0	20,482	602	1,507,500	Reiman Publications	(414) 423-0100
188	129	**Professional Builder & Remodeler**, Des Plaines, Ill.	20,940	-30.3	20,940	1,759.48	0	0	0	Reed International	(708) 635-8800
189	222	**Wood**, New York	20,833	22.9	4,285	231.00	12,964	3,564	800,000	Meredith Corp.	(515) 284-3000
190	184	**Harvard Business Review**, Boston	20,548	-0.8	4,814	308.17	15,211	523	209,271	Harvard Grad. School of Bus. Admin.	(617) 495-6800
191	172	**EMN**, New York	20,538	-5.9	15,056	2,224.19	5,482	0	99,057	McGraw-Hill	(212) 512-2500
192	200	**Cooking Light**, Birmingham, Ala.	20,531	11.3	8,407	434.53	10,209	1,915	960,131	Time Warner	(205) 877-6000
193	178	**Boys' Life**, Irving, Texas	20,469	-4.0	3,321	175.46	17,148	0	1,298,061	Boy Scouts of America	(214) 580-2252
194	181	**Chronicle of Higher Education**, Washington	20,292	-4.0	14,072	2,856.00	6,220	0	91,725	Chronicle of Higher Education	(202) 466-1000
195	187	**Bassmaster**, Montgomery, Ala.	20,261	-0.7	12,240	578.68	7,756	265	526,000	B.A.S.S. Publications	(205) 272-9530
196	189	**American Health**, New York	20,090	-0.8	7,127	346.53	11,690	1,273	847,246	Reader's Digest Association	(212) 366-8900
197	193	**Lear's**, New York	19,909	0.2	10,625	495.05	7,413	1,871	403,800	Lear Publishing	(212) 888-9067
198	259	**Country America**, New York	19,868	40.9	8,357	394.66	9,882	1,630	726,171	Meredith Corp.	(212) 557-6600
199	226	**Child**, New York	19,760	30.2	11,988	855.06	6,738	1,033	457,721	New York Times Co.	(212) 463-1313
200	203	**Skin Diver**, Los Angeles	19,677	7.6	14,218	1,425.70	3,689	1,770	205,472	Petersen Publishing Co.	(310) 854-2133

Notes: Dollars are in thousands. All figures are gross and represent AA estimates. See Page S-14 for sources and methodology. Chart continues on Page S-10.

Top 300 magazines by 1991 gross revenues

Rank 1991	Rank 1990	Magazine, headquarters	Total revenues	'91-'90 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
201	209	**Decorating Remodeling**, New York	$19,444	8.7	$11,439	413.81	$4,733	$3,271	882,447	New York Times Co.	(212) 463-1572
202	302	**Health**, New York	19,375	69.3	6,173	248.00	12,878	325	733,976	Time Warner	(212) 953-2220
203	205	**Practical Homeowner**, Redwood City, Calif.	19,145	3.4	7,813	449.22	10,994	338	751,077	Weider Media	(415) 366-8260
204	183	**Machine Design**, Cleveland	19,060	-9.3	18,508	3,043.00	552	0	6,133	Pittway Corp.	(216) 696-7000
205	197	**Hemmings Motor News**, Bennington, Vt.	18,967	-2.4	10,714	9,365.00	5,511	2,742	275,786	Hemmings Inc.	(802) 442-3101
206	192	**Boating**, New York	18,923	-5.6	13,676	1,097.38	3,791	1,456	192,607	Hachette Magazines	(305) 599-5217
207	208	**Flying**, New York	18,816	4.9	10,948	747.24	5,782	2,106	322,006	Hachette Magazines	(212) 767-6053
208	202	**Plant Engineering**, Des Plaines, Ill.	18,734	2.3	18,734	2,309.00	0	0	0	Reed International	(708) 635-8800
209	219	**Black Enterprise**, New York	18,562	7.9	13,453	900.10	4,784	345	250,547	Earl G. Graves Publishing Co.	(212) 242-8000
210	206	**Natural History**, New York	18,536	2.4	5,605	381.31	12,754	177	515,166	American Museum of Natural History	(212) 769-5500
211	196	**Car Craft**, Los Angeles	18,500	-5.3	8,521	666.70	5,775	4,204	417,012	Petersen Publishing Co.	(310) 854-2133
212	225	**Meetings & Conventions**, Secaucus, N.J.	18,453	10.8	18,453	1,827.99	0	0	0	Reed International	(201) 902-1500
213	194	**Automotive News**, Detroit	18,295	-7.8	13,232	1,741.00	5,031	32	78,081	Crain Communications	(313) 446-6000
214	217	**Chemical & Engineering News**, Westport, Conn.	18,290	6.1	10,513	1,147.18	7,778	0	129,626	American Chemical Society	(203) 667-9353
215	198	**American Way**, Fort Worth, Texas	18,228	-5.9	18,228	1,676.04	0	0	0	AA Publications	(817) 967-1804
216	191	**True Story**, New York	18,151	-10.0	5,562	501.49	9,021	3,568	790,400	Macfadden Holdings	(212) 682-4022
217	226	**Successful Farming**, Des Moines, Iowa	18,083	8.6	12,077	603.90	6,006	0	500,485	Meredith Corp.	(515) 284-3000
218	252	**VarBusiness**, Manhasset, N.Y.	18,006	25.0	18,006	1,645.30	0	0	0	CMP Publications	(516) 562-5767
219	210	**National Geographic Traveler**, Washington	17,838	-0.2	5,330	269.41	12,508	0	720,830	National Geographic Society	(202) 857-7000
220	218	**United Vis 'A Vis**, Greensboro, N.C.	17,764	3.2	17,764	846.30	0	0	0	Pace Communications	(919) 378-6065
221	212	**Travelhost**, Dallas	17,700	-0.2	17,700	NA	0	0	0	Travelhost Inc.	(214) 691-1163
222	236	**Golf Illustrated**, New York	17,652	13.6	6,300	385.33	10,236	1,116	459,287	Kachina Publications	(212) 532-0020
223	235	**Atlantic**, Boston	17,614	12.7	9,459	867.57	6,825	1,530	456,838	U.S. News & World Report	(617) 536-9500
224	223	**Colonial Homes**, New York	17,512	3.4	7,701	296.65	6,261	3,550	615,429	Hearst Corp.	(212) 830-2900
225	242	**Golf World**, Trumbull, Conn.	17,420	15.8	13,125	1,482.55	4,222	73	141,948	New York Times Co.	(212) 788-3000
226	296	**Workbasket**, Kansas City, Mo.	17,312	48.9	3,103	250.25	13,546	663	1,095,119	KC Publishing	(816) 531-5730
227	207	**Army Times**, Springfield, Va.	17,174	-5.0	10,078	1,682.50	5,173	1,923	126,268	Army Times Publishing Co.	(703) 750-8000
228	251	**Gallery**, New York	17,017	17.6	649	150.00	1,968	14,400	341,000	Montcalm Publishing Corp.	(212) 779-8900
229	201	**Systems & Network Integration**, Manhasset, N.Y.	16,992	-7.5	16,992	1,276.00	0	0	0	CMP Publications	(516) 562-5777
230	224	**Success**, New York	16,951	0.8	8,747	464.93	7,205	998	412,547	Lang Communications	(212) 551-9500
231	221	**Successful Meetings**, New York	16,918	-0.6	16,918	1,628.23	0	0	0	Bill Communications	(212) 592-6300
232	NA	**PC Sources**, New York	16,878	NA	12,779	4,765.36	1,393	2,706	197,734	Coastal Associates	(212) 503-3800
233	231	**New Choices for Retirement Living**, New York	16,833	5.5	7,038	335.95	9,795	0	612,198	Reader's Digest Association	(212) 366-8800
234	227	**Consumers Digest**, Chicago	16,693	1.1	2,563	144.92	13,145	985	868,735	Consumers Digest Inc.	(312) 275-3590
235	232	**American Legion Magazine**, Indianapolis	16,499	3.5	9,161	406.80	7,338	0	2,935,379	American Legion	(317) 635-8411
236	211	**Petersen's 4-Wheel & Off Road**, Los Angeles	16,299	-8.2	8,339	848.60	4,117	3,843	315,045	Petersen Publishing Co.	(310) 854-2133
237	246	**Business Insurance**, Chicago	15,840	7.8	13,129	1,767.93	2,711	0	34,008	Crain Communications	(312) 649-5296
238	241	**Chemical Engineering**, New York	15,832	5.1	14,293	1,933.67	1,538	0	52,143	McGraw-Hill	(212) 512-4653
239	215	**Industry Week**, Cleveland	15,709	-9.2	15,659	948.17	50	0	826	Pittway Corp.	(216) 696-7000
240	253	**Travel Agent Magazine**, New York	15,706	9.1	15,706	2,821.38	0	0	0	Universal Media Inc.	(212) 370-5050
241	247	**Journal of Accountancy**, New York	15,559	6.4	6,659	728.33	8,900	0	323,403	American Institute of CPAs	(212) 575-6200
242	228	**Four Wheeler**, New York	15,548	-5.5	8,224	914.03	3,431	3,893	301,981	General Media	(212) 496-6100
243	294	**Annals of Internal Medicine**, Philadelphia	15,530	31.8	8,757	1,929.29	6,773	0	90,309	American College of Physicians	(215) 351-2662
244	265	**Travel Holiday**, New York	15,478	13.4	8,750	465.38	6,728	0	562,038	Reader's Digest Association	(212) 366-8700
245	335	**Elegant Bride**, Greensboro, N.C.	15,241	83.6	11,566	1,032.40	0	3,675	123,721	Pace Communications	(919) 378-6065
246	249	**National Geographic World**, Washington	15,237	4.7	0	0	15,237	0	1,201,000	National Geographic Society	(202) 857-7000
247	286	**Spin**, New York	15,210	29.6	7,935	619.66	3,750	3,525	307,932	Camouflage Associates	(212) 633-8200
248	278	**Bridal Guide**, New York	15,087	15.4	9,717	1,306.00	45	5,324	181,674	Globe Communications Corp.	(212) 949-4040
249	271	**Data Communications**, New York	15,083	12.7	14,213	1,406.56	870	0	26,356	McGraw-Hill	(212) 512-6050
250	313	**Open Systems Today**, Manhasset, N.Y.	15,062	36.3	15,062	1,484.88	0	0	0	CMP Publications	(516) 562-5000
251	229	**Audio**, New York	14,901	-8.0	11,376	1,066.29	2,456	1,069	142,184	Hachette Magazines	(212) 767-6035
252	308	**Purchasing**, Newton, Mass.	14,808	30.6	14,808	1,470.36	0	0	0	Reed International	(617) 964-3030
253	199	**Adweek**, New York	14,746	-22.9	10,512	1,102.00	4,234	0	53,591	Affiliated Publications	(212) 529-5500
254	334	**Workbench**, Kansas City, Mo.	14,601	43.8	3,629	286.79	9,660	1,312	820,082	KC Publishing	(816) 531-5730
255	283	**Industrial Equipment News**, New York	14,596	15.6	14,596	899.49	0	0	0	Thomas Publishing Co.	(212) 695-0500
256	239	**LAN Times**, San Mateo, Calif.	14,376	-4.7	14,307	1,485.84	68	0	1,307	McGraw-Hill	(415) 513-6800
257	263	**USAir Magazine**, Greensboro, N.C.	14,309	3.5	14,309	786.20	0	0	0	Pace Communications	(919) 378-6065
258	233	**Power & Motoryacht**, New York	14,206	-9.6	13,116	1,512.00	1,090	0	36,337	Reed International	(212) 340-9680
259	243	**TravelAge magazines**, San Francisco	14,200	-5.3	14,200	4,001.00	0	0	0	Official Airline Guide	(212) 237-3000
260	284	**Compute!**, New York	14,173	13.4	7,897	856.05	5,097	1,179	300,026	General Media	(919) 275-9809
261	262	**Trailer Life**, Agoura Hills, Calif.	13,997	1.1	7,075	959.30	6,213	710	302,447	Adams Communications	(818) 991-4980
262	264	**Discount Store News**, New York	13,953	1.8	13,452	1,171.68	501	0	7,258	Lebhar-Friedman Publications	(212) 756-5000
263	250	**Air Force Times**, Springfield, Va.	13,941	-3.7	8,794	1,709.30	3,837	1,310	92,541	Army Times Publishing Co.	(212) 753-1040
264	272	**Sail**, Newton, Mass.	13,901	4.0	9,949	1,152.20	2,821	1,131	179,091	Reed International	(617) 964-3030
265	258	**Unique Homes**, New York	13,846	-2.4	11,620	2,000.00	790	1,436	60,793	Unique Homes Magazine Inc.	(212) 599-3377
266	185	**Insight**, Washington	13,820	-32.4	1,751	406.00	11,707	362	303,737	Washington Times Corp.	(212) 636-8800
267	276	**Modern Salon**, Lincolnshire, Ill.	13,689	4.2	11,535	1,451.00	2,154	0	107,720	Vance Publishing Corp.	(708) 634-2600
268	281	**Publishers Weekly**, New York	13,608	4.6	9,076	2,430.00	4,532	0	38,084	Reed International	(212) 645-0067
269	234	**Home Office Computing**, New York	13,517	-13.6	6,161	409.86	6,542	815	350,094	Scholastic Inc.	(212) 505-3585
270	347	**Old Farmer's Almanac**, Dublin, N.H.	13,432	42.7	2,000	NA	0	11,432	6,300,000	Yankee Publishing	(603) 563-8111
271	254	**Government Computer News**, Silver Spring, Md.	13,382	-6.3	13,382	1,302.66	0	0	0	Reed International	(301) 650-2000
272	244	**Crain's Chicago Business**, Chicago	13,377	-10.0	10,387	1,339.00	2,367	123	47,188	Crain Communications	(312) 649-5370
273	290	**Audubon**, New York	13,248	9.9	3,683	269.65	9,371	193	476,618	National Audubon Society	(212) 546-9123
274	256	**Southern Accents**, Birmingham, Ala.	13,157	-7.4	6,480	556.79	5,405	1,272	248,430	Time Warner	(205) 877-6000
275	255	**M Inc.**, New York	13,146	-7.6	9,855	709.22	2,155	1,136	211,093	Capital Cities/ABC	(212) 630-4833
276	332	**Country Woman**, Greendale, Wis.	13,116	28.4	0	0	12,810	306	1,002,700	Reiman Publications	(414) 423-0100
277	248	**Los Angeles**, Los Angeles	13,096	-10.1	9,333	1,241.10	2,419	1,343	172,106	Capital Cities/ABC	(310) 557-7536
278	269	**Playbill**, New York	13,089	-2.5	13,089	511.70	0	0	0	Playbill	(212) 557-5757
279	237	**Interior Design**, New York	13,060	-15.3	10,009	1,857.00	2,300	751	53,551	Reed International	(212) 645-0067
280	240	**Saturday Evening Post**, Indianapolis	12,944	-14.1	3,583	247.89	8,671	690	479,525	Benjamin Franklin Literary & Medical	(317) 636-8881
281	280	**RR**, Montvale, N.J.	12,884	-1.1	3,876	610.57	9,008	0	257,371	Thomson Corp.	(201) 358-7400
282	275	**Ranger Rick Magazine**, Washington	12,822	-2.9	0	0	12,822	0	894,200	National Wildlife Federation	(703) 790-4343
283	268	**New Equipment Digest**, Cleveland	12,738	-5.4	12,738	1,859.60	0	0	0	Pittway Corp.	(216) 696-7000
284	301	**AOPA Pilot**, Frederick, Md.	12,725	9.8	7,393	810.00	5,336	0	296,429	Aircraft Owners & Pilots Association	(301) 695-2010
285	261	**Restaurant Hospitality**, Cleveland	12,641	-9.2	12,641	1,325.47	0	0	0	Pittway Corp.	(216) 696-7000
286	325	**Lotus**, Cambridge	12,604	19.1	6,902	454.30	5,665	37	236,051	International Data Group	(617) 494-1192
287	308	**American Heritage**, New York	12,463	9.8	4,573	431.43	7,615	275	289,672	Forbes Inc.	(212) 206-5500
288	318	**Cycle World**, Newport Beach, Calif.	12,462	14.8	6,793	610.40	3,193	2,476	260,492	Hachette Magazines	(714) 720-5337
289	274	**Yachting**, New York	12,443	-6.5	9,353	1,413.49	2,120	970	133,003	Times Mirror Co.	(212) 779-5079
290	266	**Petersen's Hunting**, Los Angeles	12,429	0.5	5,092	494.20	5,644	1,694	330,882	Petersen Publishing Co.	(310) 854-2133
291	291	**Architectural Record**, New York	12,406	3.0	9,392	1,019.90	3,014	0	85,530	McGraw-Hill	(212) 512-2841
292	317	**Control Engineering**, Des Plaines, Ill.	12,405	13.3	12,405	1,503.73	0	0	0	Reed International	(708) 635-8800
293	NA	**Allure**, New York	12,390	NA	3,750	287.65	3,240	5,400	0	Advance Publications	(212) 880-8800
294	245	**Progressive Farmer**, Birmingham, Ala.	12,370	-16.5	7,837	404.80	4,533	0	303,223	Time Warner	(205) 277-6448
295	296	**Genesis**, New York	12,361	5.5	54	27.00	314	11,993	210,000	Genesis Magazine	(212) 265-3500
296	216	**Digital Review**, Boston	12,302	-28.8	12,302	1,139.84	0	0	0	Reed International	(617) 964-3030
297	288	**Chicago**, Chicago	12,290	-9.8	8,100	977.28	3,511	678	201,576	Landmark Communications	(312) 222-8999
298	293	**Packaging Digest**, Chicago	12,217	3.5	12,217	1,089.73	0	0	0	Elsevier Business Press	(312) 222-2000
299	282	**PublishAl**, San Francisco	12,145	-5.2	9,923	808.00	2,673	549	78,286	International Data Group	(415) 243-0600
300	273	**Washingtonian**, Washington	12,143	-9.0	8,119	1,173.30	2,263	1,760	161,793	Washington Magazine Co.	(202) 296-3600

Notes: Dollars are in thousands. All figures are gross and represent AA estimates. See Page S-14 for sources and methodology.

Top magazines by ad pages

Rank	Magazine	Advertising pages 1991	Advertising pages 1990	% chg	One-time black & white page cost 1991	One-time black & white page cost 1990	% chg
Consumer magazines by ad pages							
1	Hemmings Motor News	9,365.00	10,320.00	-9.3	$1,144	$1,021	12.0
2	Business Week	3,735.02	4,407.02	-15.2	39,720	37,300	6.5
3	Forbes	3,572.53	3,940.82	-9.3	31,710	29,970	5.8
4	People	3,297.03	3,625.78	-9.1	70,730	58,560	20.8
5	Bride's	3,035.69	3,172.57	-4.3	23,100	21,290	8.5
6	Fortune	2,949.55	3,963.46	-25.6	35,060	32,460	8.0
7	New York Times Magazine	2,872.83	3,730.48	-23.0	29,185	26,875	8.6
8	Modern Bride	2,591.93	2,576.13	0.6	20,270	20,670	-1.9
9	Vogue	2,525.55	2,965.86	-14.8	32,410	29,870	8.5
10	Sports Illustrated	2,419.72	2,672.38	-9.5	79,115	73,255	8.0
11	TV Guide	2,411.63	2,966.02	-18.7	103,650	95,900	8.1
12	Economist	2,410.02	2,643.82	-8.8	8,500	7,460	13.9
13	New York	2,303.61	2,657.54	-13.3	17,980	16,570	8.5
14	Time	2,167.02	2,727.93	-20.6	85,000	77,010	10.4
15	U.S. News & World Report	2,023.41	2,010.93	0.6	48,500	44,975	7.8
Consumer magazines by ad page growth							
1	Workbasket	250.25	139.84	79.0	$12,400	$12,915	-4.0
2	Sassy	496.00	289.00	71.6	11,180	8,630	29.5
3	Easyriders	520.40	340.90	52.7	11,990	10,900	10.0
4	Country America	394.66	294.63	34.0	18,350	17,695	3.7
5	Compute!	856.05	652.21	31.3	8,075	6,610	22.2
6	Workbench	286.79	236.26	21.4	12,655	13,080	-3.2
7	First for Women	473.00	390.00	21.3	26,170	29,750	-12.0
8	Family Handyman	458.76	385.50	19.0	19,080	21,200	-10.0
9	American Heritage	431.43	366.14	17.8	8,315	7,060	17.8
10	Entertainment Weekly	1,056.37	905.76	16.6	17,500	15,000	16.7
11	Success	464.93	399.79	16.3	17,990	16,740	7.5
12	Penthouse	752.01	649.89	15.7	27,970	34,970	-20.0
13	Runner's World	580.53	503.61	15.3	16,710	15,760	6.0
14	Child	655.06	576.14	13.7	17,475	15,875	10.1
15	Elegant Bride	1,032.40	908.83	13.6	11,203	7,780	44.0
Trade magazines by ad pages							
1	Computer Shopper	7,503.32	7,008.26	7.1	$7,175	$6,300	13.9
2	PC Magazine	7,084.20	6,856.31	3.3	25,185	25,185	0.0
3	CRN/Computer Reseller News	6,120.86	6,410.65	-4.5	8,730	7,725	13.0
4	EDN	5,430.94	5,618.00	-3.3	6,950	6,375	9.0
5	PC Week	4,958.44	5,345.13	-7.2	17,470	15,895	9.9
6	PC Sources	4,765.36	1,273.92	274.1	2,495	NA	0.0
7	Travel Weekly	4,627.12	4,866.42	-4.9	8,410	8,010	5.0
8	Electronic Engineering Times	4,132.07	4,267.78	-3.2	9,260	8,460	9.5
9	TravelAge magazines	4,001.00	4,286.00	-6.6	6,200	5,690	9.0
10	Tour & Travel News	3,969.41	3,498.78	13.5	6,425	5,790	11.0
11	HFD-The Weekly Home Furnishings	3,868.94	4,308.00	-10.2	9,170	8,470	8.3
12	Design News	3,513.44	3,455.71	1.7	7,470	6,915	8.0
13	Byte	3,444.00	3,217.76	7.0	16,340	13,620	20.0
14	Furniture Today	3,415.00	3,837.00	-11.0	6,500	NA	0.0
15	MacWeek	3,337.01	2,743.05	21.7	6,995	5,995	16.7
Trade magazines by ad page growth							
1	PC Sources	4,765.36	1,273.92	274.1	$2,495	NA	0.0
2	Lotus	454.30	328.50	38.3	13,100	13,100	0.0
3	MacWeek	3,337.01	2,743.05	21.7	6,995	5,995	16.7
4	PC Computing	2,352.46	1,952.92	20.5	16,220	12,170	33.3
5	Industry Week	948.17	821.33	15.4	13,320	12,690	5.0
6	VarBusiness	1,645.30	1,434.11	14.7	9,220	8,175	12.8
7	Purchasing	1,470.36	1,287.88	14.2	8,045	7,450	8.0
8	Tour & Travel News	3,969.41	3,498.78	13.5	6,425	5,790	11.0
9	Open Systems Today	1,484.88	1,316.50	12.8	8,365	6,970	20.0
10	Chemical & Engineering News	1,147.18	1,043.77	9.9	8,100	7,680	5.5
11	PC World	2,367.77	2,181.65	8.5	19,470	16,500	18.0
12	Computer Shopper	7,503.32	7,008.26	7.1	7,175	6,300	13.9
13	Byte	3,444.00	3,217.76	7.0	16,340	13,620	20.0
14	Control Engineering	1,503.73	1,425.87	5.5	6,940	6,340	9.5
15	Meetings & Conventions	1,827.99	1,749.93	4.5	10,095	9,520	6.0

Notes: Dollars are as shown. All figures are AA estimates. See Page S-14 for methodology.

Top magazines by revenues

Rank	Magazine	Revenues 1991	Revenues 1990	% chg
Ad revenues				
1	Parade	$388.7	$355.2	9.4
2	People	345.0	345.8	-0.2
3	Time	326.6	381.9	-14.5
4	Sports Illustrated	323.1	335.7	-3.8
5	TV Guide	279.2	320.3	-12.8
6	PC Magazine	229.2	189.6	20.9
7	Newsweek	228.5	253.3	-9.8
8	Business Week	220.1	245.9	-10.5
9	U.S. News & World Report	172.5	159.3	8.3
10	Good Housekeeping	165.5	163.2	1.4
11	Better Homes & Gardens	160.0	143.5	11.5
12	Forbes	156.2	169.5	-7.8
13	Fortune	153.3	161.8	-5.2
14	USA Weekend	137.5	119.0	15.5
15	Family Circle	130.0	137.3	-5.3
Ad revenue growth				
1	Sassy	$9.7	$2.5	288.2
2	PC Sources	12.8	3.4	275.2
3	Old Farmer's Almanac	2.0	0.7	175.9
4	Health	6.2	3.0	103.3
5	Country America	8.4	4.8	73.5
6	Workbasket	3.1	1.8	71.8
7	Easyriders	6.2	3.7	67.8
8	Elegant Bride	11.6	7.1	63.6
9	PC Computing	43.5	27.4	58.5
10	Compute!	7.9	5.1	55.3
11	Spin	7.9	5.2	51.7
12	Lotus	6.9	4.6	51.5
13	Annals of Internal Medicine	8.8	5.8	49.8
14	Satellite Orbit	3.2	2.2	49.7
15	Parenting	21.9	14.9	46.7
Subscriber revenues				
1	TV Guide	$339.7	$326.7	4.0
2	Reader's Digest	319.2	306.3	4.2
3	Time	225.4	226.5	-0.5
4	Sports Illustrated	221.2	217.1	1.9
5	National Geographic	208.6	211.4	-1.4
6	People	128.9	110.9	16.3
7	Newsweek	124.9	124.2	0.6
8	Better Homes & Gardens	119.6	119.9	-0.2
9	McCall's	89.3	87.1	2.6
10	U.S. News & World Report	86.2	88.6	-2.7
11	Ladies' Home Journal	84.2	80.6	4.5
12	Cable Guide	83.4	129.9	-35.8
13	Playboy	80.9	69.5	16.4
14	Consumer Reports	73.8	67.3	9.6
15	Good Housekeeping	64.3	63.3	1.5
Newsstand revenues				
1	TV Guide	$265.3	$268.3	-1.1
2	People	189.5	185.7	2.0
3	National Enquirer	167.5	151.1	10.9
4	Star Magazine	138.0	131.5	4.9
5	Woman's World	74.6	86.1	-13.4
6	Penthouse	64.7	77.3	-16.3
7	Cosmopolitan	63.1	61.2	3.1
8	Family Circle	59.7	65.0	-8.1
9	Globe	58.8	47.2	24.4
10	Soap Opera Digest	55.8	52.5	6.4
11	Playboy	50.4	38.7	30.4
12	Woman's Day	50.1	61.5	-18.5
13	First for Women	37.1	43.1	-13.9
14	National Examiner	36.3	34.8	4.3
15	Glamour	33.4	36.1	-7.2

Notes: Dollars are in millions. All figures are AA estimates. See Page S-14 for methodology.

Top SRDS magazine categories by total 1991 revenues

Rank	Category	Total revenues	'91-'90 % chg	Mags in 300
	Consumer classifications			
1	Newsweeklies	$3,533.5	-2.0	10
2	General editorial	2,570.9	3.8	25
3	Women's	2,551.8	0.9	35
4	Home service & home	1,071.9	1.6	21
5	Business & finance	952.4	-2.6	12
6	Sports	498.1	6.5	14
7	Men's	491.7	1.2	6
8	Women's/men's fashion, beauty & grooming	347.5	-6.3	4
9	Automotive	345.4	-0.7	10
10	Travel	289.8	2.2	7
11	Fishing & hunting	196.0	0.9	6
12	Music	173.4	-6.2	4
13	Science/technology	171.3	1.1	4
14	Newspaper distributed magazines	162.9	-11.8	3
15	Brides, bridal	148.1	7.8	4
16	Mature market	118.2	-2.3	2
17	Metropolitan/entertainment, radio & TV	116.6	-26.8	1
18	Health	113.7	11.7	3
19	Epicurean	92.6	-3.4	2
20	Youth	81.9	6.1	2
	Business classifications			
1	Computers	$1,238.7	13.4	26
2	Electronic engineering	131.8	4.6	4
3	Medical & surgical	119.9	8.5	4
4	Travel, retail	111.1	4.0	4
5	Restaurants & food service	98.0	-3.2	4
6	Financial	68.9	-3.4	2
7	Science, research & development	59.2	12.8	2
8	Aviation & aerospace	59.2	-1.6	3
9	Diversified farming & farm home	53.4	-7.1	3
10	Product design engineering	50.2	0.5	2
11	Home furnishings	49.2	1.2	1
12	Advertising & marketing	47.6	-12.3	2
13	Building	46.4	-21.4	2
14	Nursing & health	35.6	-6.1	2
15	Travel, business conventions & meetings	35.4	5.0	2

Notes: Dollars are in millions. Figures are AA estimates and include only magazines in Ad Age 300. Categories are based on Standard Rate & Data Service, Consumer Magazine & Agri-Media and Business Publications books.

Index to the Ad Age 300 top magazines

Magazine	Rank
ABA Journal	170
Advertising Age	122
Adweek	253
Air Force Times	263
Allure	293
American Baby	184
American Banker	168
American Health	196
American Heritage	287
American Legion Magazine	235
American Way	215
Annals of Internal Medicine	243
AOPA Pilot	284
Architectural Digest	64
Architectural Record	291
Army Times	227
Atlantic	223
Audio	251
Audubon	273
Automobile Magazine	124
Automotive News	213
AutoWeek	151
Aviation Week & Space Technology	145
Barron's	77
Bassmaster	195
Better Homes & Gardens	8
Bicycling	174
Billboard	128
Black Enterprise	209
Boating	206
Bon Appetit	75
Boys' Life	193
Bridal Guide	248
Bride's	60
Builder	156
Business Insurance	237
Business Week	11
Byte	49
Cable Guide	30
Car and Driver	45
Car Craft	211
Chemical Engineering	238
Chemical & Engineering News	214
Chicago	297
Chicago Tribune Magazine	137
Child	199
Chronicle of Higher Education	194
Colonial Homes	224
Communications Week	146
Computer Shopper	52
Computerworld	55
Compute!	260
Conde Nast Traveler	103
Consumer Reports	46
Consumers Digest	234
Control Engineering	292
Cooking Light	192
Cosmopolitan	17
Country	187
Country America	198
Country Home	118
Country Living	40
Country Woman	276
Crain's Chicago Business	272
CRN/Computer Reseller News	61
Cycle World	288
Data Communications	249
Datamation	148
Decorating Remodeling	201
Delta Sky	182
Design News	126
Digital Review	296
Discount Store News	202
Discover	110
Easyriders	180
Ebony	57
Economist	97
EDN	99
Electronic Buyers' News	166
Electronic Design	178
Electronic Engineering Times	104
Elegant Bride	245
Elle	42
Endless Vacation	79
ENR	191
Entertainment Weekly	59
Entrepreneur	131
Esquire	98
Essence	111
Family Circle	14
Family Handyman	144
Farm Journal	172
Field & Stream	56
Financial World	106
First for Women	89
Flying	207
Food & Wine	115
Forbes	18
Fortune	19
Four Wheeler	242
Frequent Flyer Magazine	158
Furniture Today	169
Gallery	228
Genesis	295
Glamour	26
Globe	71
Golf Digest	33
Golf Illustrated	222
Golf Magazine	63
Golf World	225
Good Housekeeping	12
Gourmet	80
Government Computer News	271
GQ	62
Guideposts	139
Guns & Ammo	181
Harper's Bazaar	95
Harvard Business Review	190
Health	202
Hemmings Motor News	205
HFD-The Weekly Home Furnishings	91
HG-House & Garden	102
Highlights for Children	69
Home	121
Home Mechanix	157
Home Office Computing	269
Hot Rod	112
House Beautiful	88
Inc.	67
Industrial Equipment News	255
Industry Week	230
InformationWeek	138
InfoWorld	85
Inside Sports	167
Insight	266
Institutional Investor	140
Interior Design	279
Jet	74
Journal of Accountancy	241
Journal of the AMA	94
Kiplinger's Personal Finance Magazine	114
Ladies' Home Journal	16
LAN Times	256
Lear's	197
Life	31
Los Angeles	277
Los Angeles Times Magazine	136
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M inc.	275
Machine Design	204
MacUser	82
MacWeek	127
Macworld	72
Mademoiselle	54
McCall's	20
Medical Economics	161
Meetings & Conventions	212
Metropolitan Home	93
Midwest Living	179
Mirabella	117
Modern Bride	81
Modern Maturity	37
Modern Salon	267
Money	24
Motor Trend	86
Muscle & Fitness	76
National Enquirer	15
National Examiner	116
National Geographic	13
National Geographic Traveler	219
National Geographic World	246
Nation's Business	135
Nation's Restaurant News	159
Natural History	210
Nature	123
Network World	150
New Choices for Retirement Living	233
New England Journal of Medicine	125
New Equipment Digest	283
New Woman	90
New York	70
New York Times Magazine	35
The New Yorker	47
Newsweek	7
Nursing '91	175
Old Farmer's Almanac	270
Omni	105
OnSat	183
Open Systems Today	250
Organic Gardening	141
Outdoor Life	92
Outside	154
Packaging Digest	296
Parade	6
Parenting	120
Parents	38
PC Computing	66
PC Magazine	9
PC Sources	232
PC Week	36
PC World	50
Penthouse	34
People	2
Petersen's 4-Wheel & Off Road	236
Petersen's Hunting	290
Plant Engineering	208
Playbill	278
Playboy	21
Popular Mechanics	78
Popular Photography	87
Popular Science	84
Power & Motoryacht	258
Practical Homeowner	203
Premiere	160
Prevention	48
Professional Builder & Remodeler	188
Progressive Farmer	294
Publish!	299
Publishers Weekly	268
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Reader's Digest	5
Redbook	28
Restaurant Business	185
Restaurant Hospitality	285
Restaurants & Institutions	109
RN	261
Road & Track	83
Rolling Stone	32
Runner's World	171
Sail	264
Sassy	186
Satellite Orbit	165
Saturday Evening Post	280
Science	149
Scientific American	108
Self	73
Sesame Street Magazine	147
Seventeen	58
Shape	142
Ski	155
Skiing	177
Skin Diver	200
Smithsonian	43
Soap Opera Digest	41
Southern Accents	274
Southern Living	29
Spin	247
Sport	143
The Sporting News	68
Sports Afield	162
Sports Illustrated	4
Star Magazine	22
Stereo Review	132
Success	230
Successful Farming	217
Successful Meetings	231
Sunset	53
Supermarket News	164
Systems & Network Integration	229
Teen	119
Tennis Magazine	107
Texas Monthly	173
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Tour & Travel News	134
Town & Country	100
Trailer Life	261
Travel Agent Magazine	240
Travel Holiday	244
Travel Weekly	85
Travel & Leisure	39
TravelAge magazines	259
Travelhost	221
True Story	216
TV Guide	1
Unique Homes	265
United's Vie 'A Vie	220
Us	96
USA Weekend	27
USAir Magazine	257
U.S. News & World Report	10
Vanity Fair	51
VarBusiness	218
Victoria	133
Video	176
Vogue	25
W	113
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Weight Watchers	163
Woman's Day	23
Woman's World	44
Wood	189
Workbasket	226
Workbench	254
Working Mother	153
Working Women	101
Yachting	289
Yankee	152
YM	139

Ad Age 300 methodology

Magazines ranked in this report represent the top 300 publications as measured by their gross revenues from advertising and circulation.

Ad revenues generally came from monitoring services—Publishers Information Bureau, MMS-Rome Reports, PERQ Research Corp., AGRICOM, Space Analysis Systems and the monthly *Ad Age* Consumer Linage Report.

If a magazine was not monitored, ad pages were multiplied by the one-time b&w rate, an industry standard.

Circulation revenues were the sum of subscription and newsstand gross revenues. Circulation sources included the Audit Bureau of Circulations and the Business Publications Audit of Circulation. Subscription and single-issue prices were obtained largely from Standard Rate & Data Service.

Circulation revenues of association magazines included only the portion of membership fee accorded the magazine.

Publishers were contacted to verify the data used in the report and were allowed revisions. □

Magazines

(Continued from Page S-1)

eked out a 1.7% gain in revenue to $3.8 billion as monthlies lost 2.5% in paid circulation. Ad rates in 1992 rose only 6.5% on average for the group.

Reader's Digest, No. 5 overall, led monthlies in total revenue, up 0.9% to $440.1 million. *RD* revenues grew solely from a circulation gain of 9.8% to $343.5 million. Paid subscribers dipped slightly as a $1 increase went into effect, although single-copy sales improved 14.1%.

Ad revenues at weeklies fell a dramatic 4.1% to $2.9 billion on 11.1% fewer pages based on an average 8.3% page rate increase. Revenue from circulation outshown monthlies with a 3.1% gain to $2.5 billion. Weeklies lost 1.2% in total paid circulation.

Consumer magazines classified as newsweeklies led the "class" battle with $3.5 billion in total revenue, down 2% from 1990. *U.S. News & World Report*, No. 10 overall, bucked the downward revenue trend with 4% growth, a mix of 8.3% growth on the ad side and 2% slippage in circulation—the latter hurt by a 3.2% decline in subs and newsstand sales.

General editorial showed 3.8% growth to $2.6 billion from 25 publications to edge women's magazines, also at $2.6 billion, up 0.9%, from 35 publications.

General editorial was led by *USA Weekend*, up 15.7% in revenue; *Atlantic*, up 12.7%; *Audubon* and *Vanity Fair*, each growing 9.9%; and *Money*, at 9.4%.

In business classifications, 26 computer magazines surged 13.4% in revenue to $1.2 billion, more than the combined total of the 14 remaining business classifications.

Twenty-one publications were new to this year's list, led by No. 232 *PC Sources*, a start-up joint venture of Coastal Associates Publishing and Ziff Communications.

The oldest continuously published periodical in the U.S., No. 270 *Old Farmer's Almanac*, tripled its ad revenue in 1991 in celebrating its 200th year in business. Yankee Publishing plans spin-off titles from the book this summer and next winter.

The inhospitable business climate buried seven magazines ranked among the *Ad Age* 300 in last year's report. Viare Publishing killed *Video Review*; Hearst Corp. folded *Connoisseur* into *Town & Country*; K-III discontinued *European Travel & Life*, formerly of Murdoch Magazines; Hachette merged *Cycle* into *Cycle World*; Consolidated Press Holdings canned *California*; and Family Media couldn't find a buyer for *1,001 Home Ideas* and *Tennis Illustrated* before going out of business. □

First-quarter TV sales up, bodes well for full year

By Jon Lafayette
Crain News Service

TV ad revenues rose 3.7% to $5.3 billion for the first quarter, a possible sign of recovery for the rest of the year.

MEDIA WORKS

Revenues are up this year from first quarter 1991, when the Persian Gulf War and recession affected sales, the Television Bureau of Advertising reported.

Some forecasters see the growth continuing through the second quarter and beyond.

"It's not a big gain, but I think we've turned the corner," said Harold Simpson, TVB VP-research.

The Summer Olympics and presidential election will help stimulate business during the rest of the year, he said.

A second-quarter gain the same size as the first "would not surprise me," said Richard Kostyra, media director for J. Walter Thompson USA, New York.

Still, "I wouldn't suspect we'll see anything more than that," he said. "It continues to be relatively soft."

The TVB reports based on data from Arbitron Co.'s MediaWatch found first-quarter local TV revenue was up 5.3% to $1.1 billion; spot TV, up 4.1% to $1.2 billion; syndicated TV, up 3.1% to $458.7 million; and network, up 2.9% to $2.5 billion.

Automakers increased spot TV spending 16%; auto dealers boosted spending 31%.

Other categories showing strong local increases included department stores, restaurants and drive-ins, health clubs and reducing salons, and legal services. □

MEDIA MIX

News briefs on print, electronic and alternative media.

Cable TV has record upfront season. Cabletelevision Advertising Bureau is projecting a record $800 million 1992-93 upfront selling season, up 7% from last season. The projection is based on an informal survey of about 15 basic cable TV networks. The survey also showed sellers expect costs per thousand to rise 8% to 10% during the upfront. Strong categories include automotive, package goods and financial services.

Lang watches TV. Lang Communications, New York, said it will develop a national TV talk show for teen-agers featuring Jane Pratt, editor of Lang's *Sassy* and host of "Jane," a similar talk show canceled earlier this month by Fox Broadcasting Co.'s New York affiliate. Lang plans to develop other TV shows from its magazines.

Good morning, Sunday. ABC on Jan. 3 will air the debut of a Sunday edition of its "Good Morning America" early-morning news show.

A spinoff blooms. Meredith Corp. will increase the frequency of its annual *Country Gardens*, a spinoff of *Country Home* launched this year, to three times yearly in 1993 with issues in January, March and September. Rate base is 450,000. □

Joe Mandese coordinates MediaWorks.

How viewers will fall in line

CBS tops all networks in most demographics

NEW YORK —CBS may top the 1992-93 prime-time season in demographics as well as ratings.

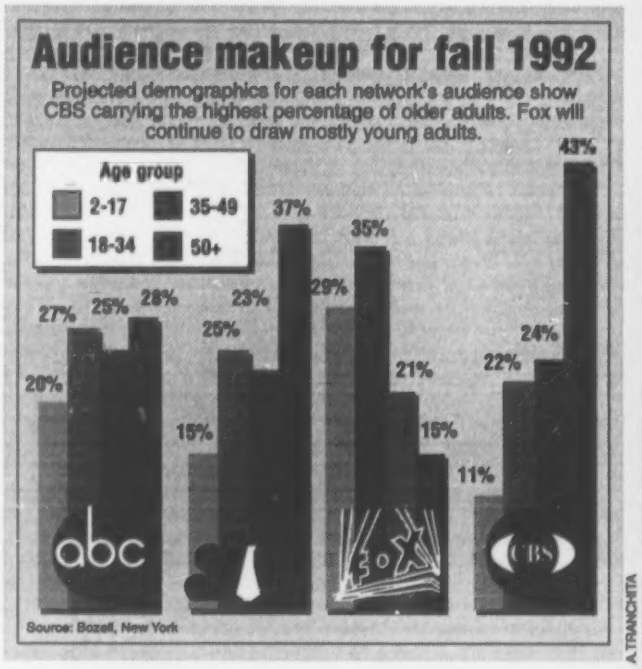
In addition to holding a virtual lock on the household ratings race for the season, the network is projected to be No. 1 in prime time in many of the key demographic groups that most attract network TV advertisers.

CBS has the oldest audience composition of the Big 3 networks and will lead in the prime-time delivery of women ages 18-49 and 25-54, and men 50-plus, according to projections from Bozell.

But ABC will dominate with women 18-34 and men 18-49 and 25-54. Fox Broadcasting Co. will deliver the most kids 2-11 for prime time, Bozell predicts.

NBC won't lead in any demographic categories, but is expected to place second or third in most of them.

"We expect CBS to be the only network to stay stable in household shares—the other networks [will] decline slightly. In terms of their demographics, we expect CBS to decline the least of any network," said Steve Sternberg, Bozell VP-broadcast research. □



5.2 MILLIO

"The fact is that black people—*any* black person—spends phenomenally more time thinking about race than any white person does."

—Lowell Thompson
free-lance art director

"This is a business of chemistry, a very personal business. In order to rise, you have to have people at clients who want to help you along."

—Don Richards
senior VP-director of resource development
Leo Burnett Co.

"I still had to overcome that stigma, when I walked in the room, of somebody saying, 'Oh, he's here to talk about the black market.' "

—Doug Alligood
VP-special markets
BBDO

Blacks get few ad jobs

(Continued from Page 16)

cies. The opportunity to be the boss and to help companies tap the growing black consumer market partly motivated them but so too did their perception of how the white agency world worked.

"A lot of blacks in advertising felt they couldn't go any further" at the big agencies, Mr. Richards says.

Most of the black-owned shops specialize in black and ethnic markets, not necessarily by choice.

"The biggest tragedy that I confront everyday is this 'ghettoization' of the business," says Mr. Muse of Muse Cordero Chen, who likens those agencies to baseball's old Negro leagues.

"In the ad business," he says, "we're still set up so that if you happen to have a brown skin or if you happen to have a black skin, you have got to create your own league to play in . . . If you want to be successful, entrepreneurial, you've got to have a Negro league, or you've got to have a Hispanic league. Do you know how outrageous that sounds?"

BBDO's Mr. Alligood recalls that even though he worked for years exclusively on general market accounts, "I still had to overcome that stigma, when I walked in the room, of somebody saying, 'Oh, he's here to talk about the black market.' "

It's a classic Catch-22 situation, especially for black creatives. They say general agencies won't hire them unless they have experience—which they can get only at black agencies whose work isn't universally admired by mainstream creative directors.

"Quite frankly," Mr. Richards says, "when [black creatives] want to move into the general market agencies, the people who are evaluating whether their work is good or not don't see the depth of work that they think is necessary."

The subjectivity inevitably goes beyond portfolio to person and skin color. Though the questions are rarely raised directly, blacks believe potential white employers ask themselves what it would mean to have a black person working in that office, with those co-workers and—especially—on that account with that client.

"This is a business of chemistry, a very personal business," Mr. Richards says. "In order to rise, you have to have people at clients who want to help you along. I think there were instances in my career when there were some problems there."

"The fact is that black people—*any* black person—spends phenomenally more time thinking about race than any white person does," Mr. Thompson says.

"The result is, for me, because I'm black and I want to succeed in the world, I have to deal with white people. And I'm always thinking: 'Is this guy talking to me because I'm black? Is it going to help me to be black? Or is it going to hurt me?' "

Mr. Alligood concurs. Now 58 and in the ad business for more than 30 years, he says: "Here I am at this stage in my career, and I honestly can't tell you if I got to this point because I am black or if I *only* got to this point because I am black."

Few blacks accuse the industry of outright racism. They say it became apathetic, as the country did, and needs to rouse itself to aggressively seek black talent—starting by informing them that there is such a career as advertising, a far less visible pursuit than law or medicine or teaching.

Doing so, they say, would negate the almost knee-jerk response they say they hear repeatedly from general agencies: There are few talented blacks interested in advertising.

BBDO's Mr. Gant says he decided to become an adman only after stumbling into a seminar at the University of Illinois conducted by Mr. Richards and another black advertising executive.

But except for what he calls "that blip" in the 1960s, "I don't see a lot of reaching out to try to bring people in the business."

The frustration is heightened, Mr. Gant says, by the growing use of black music and people in ads created by mostly white agencies.

"Why is it," he asks, "that black images are good enough and black music is good enough, but a black writer and a black art director maybe aren't?"

"They aren't saying, 'We're looking for talented *people*,' " says Atlanta's Mr. Sharp. "They're saying, 'We're looking for white males.' I'm being terribly simplistic about it, and it isn't all that blatant.

"But I'm just looking at the final product. You talk about equal opportunity, and I don't see any black people. Something's wrong with that." □

How many blacks work at your shop?

How the top 25 U.S. agency brands responded.

PROVIDED FIGURES:

- Leo Burnett Co.: of 2,400 U.S. employees, 12%-13% are minorities, including non-black minorities.
- BBDO Worldwide: of 732 New York employees, 10% are black.
- Foote, Cone & Belding Communications: of 2,500 U.S. employees, 18.2% are minorities, including non-black minorities.
- Hill, Holliday, Connors, Cosmopulos: of 475 U.S. employees, 3.2% are black.
- Della Femina, McNamee: 240 total employees; 3 of 32 managers are black. Wouldn't disclose total black employment.

REFUSED TO DISCLOSE:

- Grey Advertising
- J. Walter Thompson Co.
- Ogilvy & Mather Worldwide
- DDB Needham Worldwide
- Backer Spielvogel Bates Worldwide
- Campbell-Mithun-Esty
- Tracy-Locke
- Chiat/Day/Mojo
- Ross Roy Inc.
- Young & Rubicam
- D'Arcy Masius Benton & Bowles
- Wells Rich Greene BDDP
- TMP Worldwide
- DIMAC Direct

"WILL GET BACK TO YOU":

- Saatchi & Saatchi Advertising Worldwide
- McCann-Erickson Worldwide
- Bozell
- N W Ayer
- Lintas:Worldwide
- Ketchum Communications

Source: Advertising Age

BBDO's Gant encourages blacks to seek ad career

By Joseph M. Winski

Phil Gant, 42, exec VP-chief creative officer of BBDO, Chicago, says advertising has been a fine career for him. His complaints about the industry's lack of minorities notwithstanding, he says it presents opportunities for other blacks.

"I would hate to have a young black person read comments that I've made and construe them to mean they can't make it in advertising. Because I don't believe that," Mr. Gant said.

"It's important to be aware of what's right, in terms of hiring and things like that. By the same token, you've got to be aware of what is. We all know it's an imperfect system. I think in the next years you'll see some change," he said.

"And I think the change will be because of the climate. I think there will be some reaction domestically in terms of the issue of race and that there will be a corresponding reaction from clients and then a corresponding reaction from advertising agencies.

"And young people looking to get into this business need to be there and be ready to take advantage of that reaction. Be at the door waiting with a great book when the crack in the door comes. And once that crack opens, get in there and take advantage of it." □

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